

CONFIDENTIAL BUSINESS OFFERING

Premier Integrative Wellness & Longevity Practice San Diego, CA

Description of business

This premier medical practice specializing in hormone optimization and personalized wellness medicine has been established since 2020. The practice is recognized for its comprehensive, data-driven approach, integrating advanced diagnostics with customized treatment protocols to optimize longevity, metabolic health, vitality, and overall performance. By focusing on underlying physiological imbalances rather than just treating symptoms.

This practice has earned a strong regional reputation through consistent, transformative patient outcomes, supported by documented testimonials and high engagement across digital platforms. The patient-centric model prioritizes individualized care, emphasizing comprehensive diagnostics, tailored treatment plans, and physician oversight. These were the factors that drive high referral rates and distinguish the practice in a competitive market.

Situated in a highly desirable coastal market, this practice is exceptionally well-positioned for continued growth. Opportunities include expanding its service offerings, launching membership and wellness programs, and establishing strategic partnerships, all of which support long-term patient retention, revenue stability, and market leadership in the rapidly growing wellness and longevity sector.

Products & Services:

The practice offers a broad suite of core services, including bioidentical hormone replacement therapy for men and women, medically supervised weight loss programs (including GLP-1–based therapies), intravenous nutrient therapy, and regenerative medicine solutions such as PRP and non-surgical orthopedic support. Complementary integrative therapies further enhance outcomes by supporting immune function, reducing inflammation, and aiding recovery.

GLP-1 programs may fluctuate seasonally as patients transition into maintenance phases supported by peptides and supplements. The breakdown of services is as follows:

PRODUCTS/SERVICES	Description	Sales
HRT Plans	Physician-led bioidentical hormone replacement therapy restoring balance, energy, metabolism, mood, and vitality through personalized diagnostics.	80%
GLP-1 Programs	Medically supervised GLP-1 therapy supporting sustainable weight loss, metabolic health, appetite control, and long-term wellness. Multiple compounded offerings available.	5%
Peptide Therapy	Personalized peptide therapy programs enhance metabolism, recovery, cognitive	5%

All information contained within this document and in all other materials was furnished by either the buyer or seller of the business. Purchasing a business involves risk and all parties are advised to seek legal and financial advice. Pacific Reliance has not and will not verify the accuracy or completeness of this information.

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	performance, inflammation control, and overall cellular optimization.	
Supplement Plans	Clinically curated, pharmaceutical-grade supplements supporting hormone balance, metabolic health, immune function, and cellular performance.	5%
PRP	Physician delivered PRP therapy stimulating natural healing, tissue regeneration, pain reduction, and improved joint function.	5%

Personnel/payroll:

All current positions are essential to the daily operations of the practice. The team is small, and each role plays a critical part in the overall success of the business. Standard practice includes an annual review with the potential for hourly rate increases.

The owner/doctor see all patients and currently works 3.5 days per week.

Title/Position	FT/PT/IC	Duties	Pay	# of Years
Practice Manager	FT	Manages daily functions of the office & sales, onboards new care plans and protocols per Doctor's orders.	\$80,000/yr	1
Front Desk Coordinator	PT	Checks patients in and out, manage social media, processes payments, manages patient payment plans	\$25/hr	4 mos
Patient Care Coordinator	FT	Executes RX's per Dr's orders, ensures patient satisfaction, manages patients deliveries, checks patients in/out. Creates billing invoices.	\$28/hr	3
MA	FT	Draws Blood, Preps patients for Dr, manages patient charts and blood draw pick ups,	\$30/ hr	2

Ownership info

The practice is structured as an S-Corporation and is physician-owned. It is led by a board-certified physician with expertise in hormone optimization, regenerative medicine, and integrative wellness. The physician-owner is actively involved in all aspects of clinical care, overseeing patient treatment plans, advanced diagnostics, and individualized wellness strategies.

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Billing & Collections

The practice maintains an active patient base of approximately 1,140 individuals, with daily patient volume averaging 15–20 appointments Monday through Thursday and lighter scheduling on Fridays, typically around 5 patients per day.

It operates on a 100% cash-pay model, offering subscription-based payment plans through OptiMantra, while CareCredit is available for minimal usage. The practice does not process insurance billing, ensuring a streamlined, patient-focused financial experience.

Annual Revenues and Profits:

	2025	2024
Annual Revenue	\$1.17M	\$1.5M
SDE	\$365K	\$418K

See attached financial statements.

**BUYER TO CONFIRM ALL NUMBERS AND ADVISED TO HIRE CPA TO REVIEW ALL FINANCIALS.
INFORMATION TAKEN FROM SELLER PROVIDED TAX RETURNS AND DOCUMENTS.**

Equipment

The practice is equipped with a range of medical devices and wellness technology, including an MLS Laser in use for four years, a Clearlight Sauna for two years, an InBody body composition device for three months, and an Ozone machine for one year. Laboratory capabilities include in-house blood draws, centrifuge, and sample storage, supplemented by active partnerships with external labs such as LabCorp and Quest Diagnostics, while Access Labs is currently paused. Clinical operations are supported by electronic medical record (EMR) systems, including OptiMantra and NextGen, enabling efficient patient management and streamlined care delivery.

Marketing:

The practice currently leverages an external marketing agency, utilizing Meta Ads, Google Business Profile management, and SEO to support patient acquisition, while also benefiting from strong referral-driven growth. Opportunities for further expansion include increasing advertising spend, establishing an in-house social media and content team, and launching video-based educational campaigns to enhance brand authority.

Additionally, strategic partnerships with local referral sources, offering discounted services, present further potential to drive patient growth and engagement.

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Hours of Operation

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8AM-5PM	8AM-5PM	8AM-5PM	8AM-5PM	8AM-12PM	CLOSED	CLOSED

Facilities

The medical office occupies approximately 4,000 square feet and includes five rooms: three exam rooms, one IV therapy room, and a private sauna room.

- Monthly rent, including CAM/NNN fees, is \$15,700.
Current space of 4,000 square feet exceeds operational needs. Approximately 1,000 square feet would be sufficient, offering the potential to eliminate rental expenses

Areas of opportunity:

The Practice has significant growth potential through the expansion of standardized peptide protocols, introduction of longevity and brain health services, and development of tiered membership or subscription models to enhance recurring revenue. Increased digital marketing and social media initiatives can drive patient acquisition, while telehealth services and advanced diagnostics (genetic, epigenetic, and sensitivity testing) offer additional avenues for premium service offerings and geographic expansion.

This is a medical practice. Buyer/s will need a CA medical license to own.

For more information, please provide NDA and proof of funds. Thank you

MTD Profit and Loss by Class

January - December 2025

	KATALYST (6503)	TOTAL
Income		
Fee for Service Income	1,206,182.42	\$1,206,182.42
Refunds	-399.00	\$ -399.00
Sales of Product Income	-36,432.67	\$ -36,432.67
Total Income	\$1,169,350.75	\$1,169,350.75
Cost of Goods Sold		
Laboratory Fees	68,507.28	\$68,507.28
Merchant Account Fees	27,336.30	\$27,336.30
Supplies, Vaccines, & Medicines	87,523.98	\$87,523.98
Supplies Vaccines & Medicines	102,008.01	\$102,008.01
Total Supplies, Vaccines, & Medicines	189,531.99	\$189,531.99
Total Cost of Goods Sold	\$285,375.57	\$285,375.57
GROSS PROFIT	\$883,975.18	\$883,975.18
Expenses		
Accounting	6,450.00	\$6,450.00
Advertising & Promotion Ad spend usually 5% of revenue \$50k. \$30k add back	81,936.78	\$81,936.78
Bank Service Charges	24.83	\$24.83
Charitable Contributions	600.00	\$600.00
Computer & Internet Expenses	661.88	\$661.88
Dues & Subscriptions	18,546.85	\$18,546.85
Insurance Expense Insurance changed to HSA for employees.. no longer an expense	3,541.50	\$3,541.50
Health Insurance	8,740.76	\$8,740.76
Total Insurance Expense	12,282.26	\$12,282.26
Janitorial Expense	11,310.13	\$11,310.13
Legal & Professional Fees		\$0.00
Consulting Paid to management consultant- 1 time fee	50,875.00	\$50,875.00
IT Services	120.00	\$120.00
Legal Expenses	1,328.20	\$1,328.20
Medical Billing Fees	778.55	\$778.55
Total Legal & Professional Fees	53,101.75	\$53,101.75
Licenses & Permits	792.00	\$792.00
Meals & Entertainment	21.21	\$21.21
Entertainment	275.94	\$275.94
Meals	2,192.06	\$2,192.06
Total Meals & Entertainment	2,489.21	\$2,489.21
Office Expenses	842.45	\$842.45
Office Supplies	925.14	\$925.14
Parking & Tolls	40.82	\$40.82

MTD Profit and Loss by Class

January - December 2025

	KATALYST (6503)	TOTAL
Payroll Expenses	0.00	\$0.00
Payroll Processing Fees	1,987.60	\$1,987.60
Payroll Taxes	25,748.19	\$25,748.19
Salaries & Wages	286,262.52	\$286,262.52
Total Payroll Expenses	313,998.31	\$313,998.31
Postage & Delivery	2,661.81	\$2,661.81
Reimbursed Expenses	359.01	\$359.01
Rent Expense 4,000sf used. Can relocate to 1000sf @\$5k/mos. Save \$130k/yr	190,374.24	\$190,374.24
Repairs & Maintenance	174.77	\$174.77
Small Medical Equipment 1 time expense	6,813.00	\$6,813.00
Supplies-Operations	16,678.50	\$16,678.50
Taxes		\$0.00
Property Tax	177.80	\$177.80
PTE Payments Taxes paid	12,606.00	\$12,606.00
State	2,300.00	\$2,300.00
Total Taxes	15,083.80	\$15,083.80
Telephone Expense	9,871.62	\$9,871.62
Training & Education	6,132.48	\$6,132.48
Uniforms	1,020.71	\$1,020.71
Utilities	13,358.60	\$13,358.60
Website 1 time expense for website upgrade	14,960.00	\$14,960.00
Total Expenses	\$781,490.95	\$781,490.95
NET OPERATING INCOME	\$102,484.23	\$102,484.23
Other Income		
Interest Income	0.51	\$0.51
Total Other Income	\$0.51	\$0.51
NET OTHER INCOME	\$0.51	\$0.51
NET INCOME	\$102,484.74	\$102,484.74

Add backs are highlighted in green= \$262,925

SDE = Net income + add backs=\$365,410

YTD Profit and Loss by Month
January - December 2024

	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	Total
Income													
Refunds		-3,200.00											-3,200.00
Sales - HRT Office	72,545.32	69,749.22	86,072.48	99,104.07	87,729.96	91,503.22	37,605.79	24,338.71	10,369.35	3,747.51	1,369.89	1,286.69	585,422.21
Sales - HRT Online	15,727.18	10,177.81	15,561.81	15,105.61	2,929.96								59,502.37
Sales - Optimantra							88,559.45	114,896.65	107,972.25	111,292.66	90,702.48	108,679.03	622,102.52
Sales - PCW	6,711.88	4,720.83	6,036.70	4,935.85	6,443.72	4,572.18	2,784.10	1,613.50	1,548.69	1,376.51	1,922.46	2,536.68	45,203.10
Sales - Zenoti	62,483.60	39,632.92	34,102.03	40,248.55	31,794.72	30,022.83							238,284.65
Sales Disc Groupon (deleted)	-2,613.30	-1,112.39	-645.49	-766.65	139.90								-4,997.93
Sales Discount Rewards	-1,888.89	-2,526.33	-520.00	-2,728.04	-4,032.00	-870.00	-80.00					-80.00	-12,725.26
Total Income	\$ 152,965.79	\$ 117,442.06	\$ 140,607.53	\$ 155,899.39	\$ 125,006.26	\$ 125,228.23	\$ 128,869.34	\$ 140,848.86	\$ 119,890.29	\$ 116,416.68	\$ 93,994.83	\$ 112,422.40	\$ 1,529,591.66
Cost of Goods Sold													
Laboratory Fees	12,859.77	15,500.77	8,252.10	10,753.44	15,915.38	7,538.57	9,650.48	9,949.43	10,851.30	10,188.84	8,553.38	7,015.33	127,028.79
Merchant Account Fees	4,996.03	3,819.07	3,166.89	3,733.95	3,555.75	3,425.83	2,245.34	3,007.58	3,401.93	2,487.13	2,731.91	2,204.09	38,775.50
Supplies, Vacines, & Medicines	32,819.12	38,923.37	33,859.35	25,699.10	25,239.49	23,450.96	26,121.00	26,307.36	20,885.68	25,593.27	16,529.19	44,338.04	339,765.93
Total Cost of Goods Sold	\$ 50,674.92	\$ 58,243.21	\$ 45,278.34	\$ 40,186.49	\$ 44,710.62	\$ 34,415.36	\$ 38,016.82	\$ 39,264.37	\$ 35,138.91	\$ 38,269.24	\$ 27,814.48	\$ 53,557.46	\$ 505,570.22
Gross Profit	\$ 102,290.87	\$ 59,198.85	\$ 95,329.19	\$ 115,712.90	\$ 80,295.64	\$ 90,812.87	\$ 90,852.52	\$ 101,584.49	\$ 84,751.38	\$ 78,147.44	\$ 66,180.35	\$ 58,864.94	\$ 1,024,021.44
Expenses													
Accounting	480.00	480.00	2,010.00	480.00	480.00	480.00	480.00	480.00	480.00	480.00	480.00	480.00	7,290.00
Advertising & Promotion	7,531.18	6,865.08	7,084.00	6,059.94	5,009.13	6,465.00	7,306.39	7,381.23	7,664.92	6,807.49	3,500.04	11,220.41	82,894.81 \$ 22,000.00
Bank Service Charges				1.12				25.00					26.12
Charitable Contributions								500.00	90.00				590.00 \$ 590.00
Dues & Subscriptions	32.30	162.30	896.54	2,127.80	1,016.54	999.55	966.44	66.14	354.02	210.08	1,012.14	1,787.34	9,631.19
Insurance Expense	8,588.37	3,866.37	1,628.62	2,701.08	62.95	777.87	11,859.57	661.28	661.28	661.28	562.09	661.28	32,692.04 \$ 32,692.00
Janitorial Expense	1,775.00		900.00	900.00	900.00	1,800.00		900.00	900.00		1,800.00	900.00	10,775.00
Legal & Professional Fees	1,114.13	1,176.35	10,994.80	6,821.00	4,515.80	5,999.45	4,321.25	3,500.00	3,500.00	4,183.65	3,500.00	6,550.00	56,176.43 \$ 50,000.00
Licenses & Permits		50.00	25.00	38.00	661.54								774.54
Management Fees	10,000.00				10,000.00			7,500.00	12,500.00	8,000.00			48,000.00 \$ 48,000.00
Meals & Entertainment	139.54	167.21		638.03	1,004.61	153.01	72.84				789.50	2,368.53	5,333.27
Office Expenses	37.52	167.77	1,780.70	377.12	7.51	9.98	3,046.91		100.00	60.00			5,587.51
Office Supplies	802.43	526.51	1,678.57	3,042.92	1,747.94	423.93	969.82	448.06	511.58	451.38	307.25	339.93	11,250.32
Payroll Expenses	38,098.76	34,848.96	30,957.17	26,419.94	44,282.63	29,128.37	27,875.30	21,610.93	22,256.23	22,344.64	32,922.28	22,575.32	353,320.53
POS Expense								369.20	491.67	471.25	456.06	441.36	2,229.54
Postage & Delivery	803.97	481.20	339.20	466.40	169.60	243.80	706.27	296.60	222.60	428.75	178.45	721.90	5,058.74
Reimbursed Expenses											10,161.00	22,381.00	32,542.00
Rent Expense	15,864.52	15,864.52	15,864.52	15,864.52	15,864.52	15,864.52	15,864.52	15,864.52	15,864.52	15,864.52	15,864.52	15,864.52	190,374.24 \$ 130,000.00
Repairs & Maintenance	220.00	450.00	150.00									306.66	1,126.66
Retirement Expense					362.90	65.92							428.82
Small Medical Equipment	2,253.88	335.57	1,656.12	1,781.91	1,584.35	952.94	474.52	2,209.42	995.50		1,390.82		13,635.03 \$ 13,635.00
Supplies-Operations	1,230.43	952.98	1,178.69	1,801.58	1,826.49	1,367.64	715.06	636.24	842.03	745.76	1,586.60	1,671.74	14,555.24
Taxes			1,600.00	9,381.00	2,400.00	7,500.00							20,881.00 \$ 20,881.00
Telephone Expense	772.08	772.08	772.51	766.62	804.30	853.29	831.81	831.81	771.81	772.26	832.66	1,412.72	10,193.95
Training & Education				370.00		1,429.00			595.00	420.99			2,814.99 \$ 2,814.00

Uniforms					405.15							453.87	859.02
Utilities	853.11	787.98	667.69	703.14	771.57	913.66	1,056.71	1,274.25	1,466.53	1,339.00	1,169.88	951.02	11,954.54
Website	4,845.00	5,095.00	4,845.00	5,845.00	5,342.40	4,937.00	4,845.00	4,845.00	4,845.00	6,887.00	4,820.00	4,875.34	62,026.74
Total Expenses	\$ 95,442.22	\$ 73,049.88	\$ 85,029.13	\$ 86,587.12	\$ 99,219.93	\$ 80,364.93	\$ 81,392.41	\$ 69,399.68	\$ 75,112.69	\$ 70,128.05	\$ 81,333.29	\$ 95,962.94	\$ 993,022.27
Net Operating Income	\$ 6,848.65	-\$ 13,851.03	\$ 10,300.06	\$ 29,125.78	-\$ 18,924.29	\$ 10,447.94	\$ 9,460.11	\$ 32,184.81	\$ 9,638.69	\$ 8,019.39	-\$ 15,152.94	-\$ 37,098.00	\$ 30,999.17
Other Income													
Credit Card Rebates	611.67	668.68	368.04	497.51	677.15	404.74	257.24	403.90	370.03	326.76			4,585.72
Interest Income	0.26	0.23	0.23	0.26	0.25	0.23	0.27	0.24	0.29	0.29	0.20	0.07	2.82
Total Other Income	\$ 611.93	\$ 668.91	\$ 368.27	\$ 497.77	\$ 677.40	\$ 404.97	\$ 257.51	\$ 404.14	\$ 370.32	\$ 327.05	\$ 0.20	\$ 0.07	\$ 4,588.54
Net Other Income	\$ 611.93	\$ 668.91	\$ 368.27	\$ 497.77	\$ 677.40	\$ 404.97	\$ 257.51	\$ 404.14	\$ 370.32	\$ 327.05	\$ 0.20	\$ 0.07	\$ 4,588.54
Net Income	\$ 7,460.58	-\$ 13,182.12	\$ 10,668.33	\$ 29,623.55	-\$ 18,246.89	\$ 10,852.91	\$ 9,717.62	\$ 32,588.95	\$ 10,009.01	\$ 8,346.44	-\$ 15,152.74	-\$ 37,097.93	\$ 35,587.71

SDE= \$ 418,225.00

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